

**City of Concord, New Hampshire
Architectural Design Review Committee
June 12, 2012**

The Architectural Design Review Committee (ADRC) held its regular monthly meeting on Tuesday, June 12, 2012, in the Second Floor Conference Room in City Hall, at 8:30 a.m.

Present at the meeting were members Elizabeth Durfee Hengen, James Doherty, Ron King, and Jennifer Czysz. Gloria McPherson, Steve Henninger, Becky Hebert and Donna Muir of the City Planning Division were also present, as was Craig Walker, Zoning Administrator.

The ADRC met in order to review the proposed design of certain sites, buildings, building alterations and signs that are on the Planning Board's regular agenda for June 20, 2012, and which are subject to the provisions of the City of Concord's Zoning Ordinance in respect to Architectural Design Review.

Agenda Items

- **Application by Tom Lemieux / The Purple Pit Jazz Club for Design Review approval of a new affixed sign, located at 3 Pleasant Street Extension, within the Central Business Performance (CBP) District.**

Ms. Hebert stated that the applicant provided a new sign mock-up, but had not dealt with the electrical box.

The ADRC expressed that the applicant took their comments very literally, and that the Committee was looking for more substantial changes.

Mr. Doherty moved to recommend approval of revised sign as submitted. The motion was seconded by Mr. King. Motion passed unanimously.

- **Application by East Side Drive Ventures, LLC, for Design Review approval of two new freestanding signs, located at 155 Loudon Road, within the General Commercial (CG) District.**

Mr. Henninger reported that this application is for two new freestanding signs for Burger King and CVS. One freestanding sign will be located on East Side Drive with the graphic for CVS at the top of the sign and the other freestanding sign will be located on Loudon Road with the graphic for Burger King at the top of the sign.

Rick Westergren, from Poyant Signs, and Mr. Peter March, from New Hampshire Signs were present on behalf of the applicants.

The ADRC discussed the location of the East Side Drive sign, stating that the sign should be moved southerly, further away from the property line.

The Committee also noted that the size of the freestanding "CVS" sign was too large in proportion to the graphics, and that the size of the freestanding sign structure should be scaled

down to be more in proportion with the size of the sign. The ADRC stated that the Planning staff should review the reduced size of the freestanding sign structure and make a recommendation to the Planning Board.

Mr. King moved to recommend approval of the two freestanding signs, with the stipulation that a scaled down version of the structure containing the sign is reviewed and approved by the Planning staff. The motion was seconded by Mr. Doherty. Motion passed unanimously.

- **Application by NAMI New Hampshire for Design Review approval for a revised and relocated freestanding sign, located at 85 North State Street, within the Civic Performance (CVP) District.**

Mr. Henninger stated that this application is for a revised and relocated freestanding sign. He stated that the existing sign will be reused and mounted on new granite posts. The existing sign posts are rotted.

Steve Green, from Mr. Green Jeans Handyman Service, was present on behalf of the applicant.

The ADRC discussed the proposed sign and location.

Mr. King moved to recommend approval of the sign and location as submitted. The motion was seconded by Ms. Czysz. Motion passed unanimously.

- **Application by the New Hampshire Department of Resources and Economic Development (DRED) for Design Review approval of a revised freestanding sign, located at 172 Pembroke Road, within the Industrial (IN) District.**

Mr. Henninger reported that the ADRC provided a preliminary review of this sign application at the May meeting. The Committee discussed the proposed sign indicating that the sign graphic was acceptable.

Mr. King moved to recommend approval of the sign as submitted. The motion was seconded by Ms. Czysz. Motion passed unanimously.

- **Application by the City of Concord for Design Review approval of a new freestanding sign for Broken Ground School, located at 123 Portsmouth Street, within the Medium Density Residential (RM) District.**

Mr. Henninger explained that this application was for a new freestanding sign.

Bob Perry, from Advantage Signs, was present on behalf of the applicant. He provided the ADRC with a revised graphic, which removes the logo but adds the street number to the top of the sign.

Ms. Czysz and Mr. King expressed that they were not in favor of the font used, but that it was a personal preference.

Ms. Hengen moved to recommend approval of the revised sign, with the suggestion that a different font be considered. The motion was seconded by Mr. King. Motion passed unanimously.

- **Application by the Bank of New Hampshire for Design Review approval of revisions to an existing freestanding sign and a replacement affixed sign, located at 11 Triangle Park Drive, within the Gateway Performance (GWP) District, and two replacement affixed signs and a revised freestanding sign, located at 165-167 North Main Street, within the Civic Performance (CVP) District.**

Mr. Henninger stated that the sign applications were a result of the bank changing its name from Laconia Savings Bank to Bank of New Hampshire.

Chris Browher, from United Signs, was present on behalf of the applicant.

Regarding the Triangle Park Drive signs, Ms. Hengen asked why the applicant was not going to be using individual letters for the affixed signs. Mr. Browher responded that it was due to the extreme cost involved using the individual letters and was out of character and not consistent with the other signs.

Ms. Hengen moved to recommend approval of the Triangle Park Drive signs as submitted. Mr. King seconded the motion. Motion passed unanimously.

Regarding the North Main Street signs, the ADRC stated that the black around the street address on the freestanding sign should be removed.

Ms. Hengen moved to recommend approval of the North Main Street signs without the black border around the street number. Mr. King seconded the motion. Motion passed unanimously.

- **Application by Air Distribution Corporation for Design Review approval of a new freestanding sign, located at 106 Airport Road, within the Industrial (IN) District.**

Mr. Henninger reported that this is an application for a new panel to be set in existing posts.

Paul Clermont was present on behalf of the applicant.

The Committee generally agreed that the oval which encloses the initials ADC seemed to be crowded at the top of the sign and suggested that (1) the sign be arched at the top to follow the shape of the oval and (2) the oval be positioned lower on the sign for more breathing room.

Mr. King moved to recommend approval of the sign, with the suggestion above. Mr. Doherty seconded the motion. Motion passed unanimously.

- **Application by Sovereign Consulting, Inc., for Design Review approval of a new affixed sign, located at 9 Hills Avenue, within the Central Business Performance (CBP) District.**

Ms. Hebert stated that the application is for a new affixed sign with no lighting.

Bob Perry, from Advantage Signs, was present on behalf of the applicant.

The ADRC discussed having the type of consulting business on the sign to further identify the company. Mr. Perry stated that this is not a retail type operation and that the clients would only need to identify where the company was located.

Ms. Hengen moved to recommend approval of the sign as submitted. Ms. Czysz seconded the motion. Motion passed unanimously.

- **Application by Christopher Gately / Inner Rhythms for Design Review approval of a revised hanging sign, located at 15 South State Street, within the Central Business Performance (CBP) District.**

Ms. Hebert reported that this was a replacement hanging sign, located in the same building as Mane Element. The sign will be attached to the right hand side of the building on the corner board.

Glen Schadick, from NE-OP-CO Signs, Arthur Aznive, from Residential Rentals, and Christopher Gately were present on behalf of the applicant.

Mr. King moved to recommend approval of the sign as submitted. Ms. Hengen seconded the motion. Motion passed unanimously.

- **Application by Amy Akey / American Bodybuilding Supplements for Design Review approval of a new affixed sign, located at 18 South Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert stated that the application was for a new affixed sign, with lettering applied to an existing background on the building façade. She stated that a hanging sign would be more in line with other signs on Main Street.

Amy Akey, from American Bodybuilding Supplements, Glen Schadick, from NE-OP-CO Signs, and Arthur Aznive, from Residential Rentals, were present.

Mr. Aznive stated that there is a beige board that goes across the entire building which hides the roofing structure. He said that there is nothing behind most of the board, so he doesn't think that the façade could support a hanging sign.

Mr. Schadick said that he would be able to do a wraparound on the left corner of the building to accommodate a hanging sign. He showed a graphic that he prepared of a hanging sign design for this business.

Mr. Doherty stated that the white background behind the name of the business made the sign lose some of its elegance. Ms. Hengen suggested that the font be changes because it is very blockish and difficult to read. Ms. Czysz said that she liked the strength and boldness of the font as it

relates to the company and what they do, but there are too many letters in the name to pull it off on this sign.

Ms. Hengen moved to recommend approval of the hanging sign with the gray border and white background, with the suggestion that a different font is considered. Mr. Doherty seconded the motion. Motion passed unanimously.

Mr. Aznive and Ms. Hebert discussed the possible requirements to come before the ADRC for any façade changes he is planning. Ms. Hebert suggested that a site visit would be in order to determine if proposed changes required Design Review and offered to discuss this further with Mr. Aznive outside the Second Floor Conference Room.

- **Application Kristy Taylor / Full Circle Mental Health, Inc., for Design Review approval of a new hanging sign, located at 35A Pleasant Street, within the Civic Performance (CVP) District.**

Ms. Hebert reported that the application was for a new hanging sign, which will be hung from an existing bracket.

Kristy Taylor, owner of Full Circle Mental Health, Inc., and Glen Schadick, from NE-OP-CO Signs, were present to discuss the application.

The ADRC liked the sign and discussed the use of the various fonts and colors on the sign. It was suggested that the curlicue and the bottom two lines of type be moved down on the sign and the phone number font be reduced in size. It was also suggested that the same color font be used for the bottom two lines of type.

Mr. King moved to recommend approval of the sign, with the suggestions that the curlicue and the bottom two lines of type are moved down on the sign, the phone number font is reduced in size, and the same color font is used for the bottom two lines of type. Mr. Doherty seconded the motion. Motion passed unanimously.

Mr. Schadick stated that he would provide a new graphic to the Planning Staff.

- **Application by Forest Street Realty / Team KIA for Design Review approval for the construction of a new 14, 170 square foot building and redesign of the parking and vehicle display layout, with related paving, landscaping, lighting, drainage, and associated site improvements located at 94 Manchester Street.**

Mr. Henninger reported that the applicant will be constructing a new building and redesigning the parking and vehicle display layout, with related site improvements.

Peter Steward, Sam Amato and Craig Jewett, from Jewett Construction were present.

Mr. Steward stated that the new one-story building will have a bump-out for the service drive-thru, made with aluminum composite panels and insulated metal panels. The panels will be silver at the bottom with some red panels on the top.

Mr. Henninger noted that no mechanical equipment screening was provided, but is required and would need to be incorporated and integrated with the building siding. The ADRC suggested that the red panels are repeated around the side of the building as this is a prominent corner with high visibility from the street, and that more durable material is used at the base of the building.

Mr. Henninger explained that the project is scheduled for the June 20th meeting of the Planning Board for a determination of completeness hearing and a public hearing would be held on July 18th. Mr. Steward stated that he would bring revisions to the July ADRC meeting, incorporating the Committee's suggestions to strengthen the northeast corner and carry the red around the side of the building, provide rooftop mechanical screening, and move the sign into the gray panel. It was noted that an application for all signage on site would be forthcoming.

- **Application by U.S. Cellular for Design Review approval for the expansion of its existing rooftop telecommunications colocation facility from three existing antennas to six proposed antennas, located at 136 North Main Street.**

Ms. Hebert reported that U.S. Cellular is proposing to rebuild the rooftop access enclosure and install three new antennas, for a total of six, all which will be similar in size and color to what currently exists.

Bob Gashlin, from KJK Wireless, was present on behalf of the applicant.

Ms. Czysz moved to recommend approval of the application as submitted. Mr. Doherty seconded the motion. Motion passed unanimously.

- **Application by Concord Area Trust for Community Housing (CATCH) for Design Review approval for repainting the storefronts, wood doors and trim, and the turret roofs at the Endicott Hotel, located at 1-5 South Main Street, within the Central Business Performance (CBP) District.**

Ms. Hebert showed the Committee samples of the paint colors proposed by CATCH for the repainting of the exterior storefronts, wood doors, windows and trim, and the turret roofs.

Mike Reed and Caite Foley, from CATCH, were present to discuss the application. Mr. Reed stated that CATCH is restoring the façade of the building according to the Secretary of the Interior standards.

Mr. Doherty moved to recommend approval of the application as submitted. Ms. Czysz seconded the motion. Motion passed unanimously.

- **Application by Church of Jesus Christ of Latter-day Saints for Design Review approval for the construction of a steeple, located at 90 Clinton Street, within the Institutional (IS) District.**

Mr. Henninger explained that the Planning Board, at their last meeting, approved the steeple with the condition that the design details receive final approval from the ADRC.

Mr. Tim Warnick, from Warnick Associates, Inc., was present on behalf of the applicant.

Mr. Doherty stated that the steeple design appeared to be much more ornate compared to the building. Mr. Warnick described how the steeple design incorporates the various details from the building into its design, and that no new elements were added to the design of the steeple that weren't already present on the existing building.

Mr. Doherty moved to recommend approval of the steeple design, with the suggestion that if the church should redo the front entry, cues are taken from the steeple details and design. Ms. Czysz seconded the motion. Motion carried unanimously.

- **Preliminary revised building elevations for the Bindery Redevelopment, LLC building on South Main Street.**

Ms. Hebert explained that the actual application for the revised building elevations for the Bindery Building will come before the ADRC and the Planning Board in July, but wanted to give the ADRC a preliminary look at what revisions are being proposed.

Doug Proctor, from WarrenStreet Architects, was present on behalf of the applicant.

Ms. Czysz stated that she liked the revised façade better, as the different colors break up the massing of the building. She likes the two colors and the materials used.

Ms. Hebert said that the revision was very different from the surrounding buildings, and the concern of the Planning staff was there should be some cohesiveness on South Main Street and that there should also be a reference to the historic fabric of North Main Street as South Main is redeveloped.

Mr. Doherty stated that the mechanical screening detracts from the building. He also felt that the building needs some depth, but he also likes the colors and the materials.

There was no further business to come before the Committee, and the meeting adjourned at 10:25 a.m.

Respectfully submitted,

Gloria McPherson
City Planner

GM / djm